

Using an Asset-Based Approach in Support of Age-Friendly Communities

**2022 Mental Health in Older Adults
Webinar Series**

September 1, 2022

**Keli Tallman
Program Development and Evaluation Director**

IOWA STATE UNIVERSITY
Extension and Outreach

1

Learning Objectives

At the conclusion of today's discussion, you will be able to...

- Identify differences between needs-based and asset-based perspectives
- Create a draft asset map in support of age-friendly communities

IOWA STATE UNIVERSITY
Extension and Outreach

2

Needs-Based Assessments

- Focus = problems, concerns, and deficits
- Prioritize list of needs
- Target resources to address needs
- Results in perceptions/feelings that a “community” has many shortcomings

IOWA STATE UNIVERSITY
Extension and Outreach

3

Asset-Based Assessments

- Focus = strengths, resources, and capitals focused
- Individuals and entities can play an effective role in addressing local/county/state/global concerns
- Internally directed
- Relationship driven

IOWA STATE UNIVERSITY
Extension and Outreach

4

Why Focus on Assets?

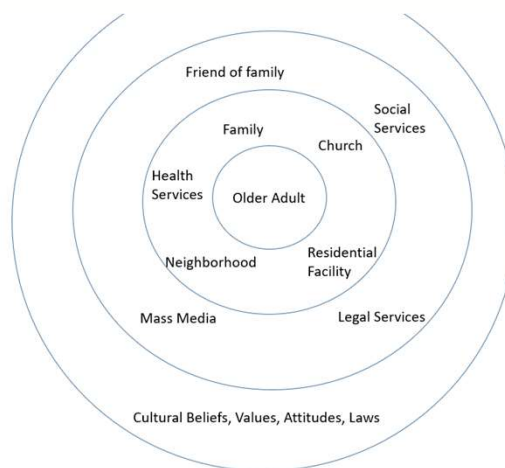
- Creates a climate of optimism and synergy between and among individuals
- Fosters a sense of “community” control and engagement
- Group unity and identification are reinforced
- Outreach efforts are more likely sustainable due to breadth of support



IOWA STATE UNIVERSITY
Extension and Outreach

5

Asset-Based Mapping: Grounded in the Bioecological Model



IOWA STATE UNIVERSITY
Extension and Outreach

6

Asset Maps: Three Primary Components

- Individuals/People
 - Family Members
 - Friends
 - Neighbors
 - Community Leaders
- Informal Organizations/Associations
 - Kiwanis
 - Master Gardeners
 - Rotary
- Formal Institutions
 - Agencies
 - Businesses
 - Organizations



IOWA STATE UNIVERSITY
Extension and Outreach

7

How can Iowans Create Age-Friendly Communities to Promote Older Adults' Mental Health?"

In the chat box, identify examples of *individuals/people* who could potentially be mobilized to strengthen age-friendly communities that support older adults' mental health.



IOWA STATE UNIVERSITY
Extension and Outreach

8

How can Iowans Create Age-Friendly Communities to Promote Older Adults' Mental Health?"

In the chat box, identify examples of *informal organizations/associations* that could potentially be mobilized to strengthen age-friendly communities that support older adults' mental health.



IOWA STATE UNIVERSITY
Extension and Outreach

9

How can Iowans Create Age-Friendly Communities to Promote Older Adults' Mental Health?"

In the chat box, identify examples of *formal institutions* that could potentially be mobilized to strengthen age-friendly communities that support older adults' mental health.



IOWA STATE UNIVERSITY
Extension and Outreach

10

For More Information

If asset-mapping
questions arise,
please contact

*Keli Tallman, Program
Development and
Evaluation Director, at
ktallman@iastate.edu.*



Iowa State University Extension and Outreach
<http://www.extension.iastate.edu/>

IOWA STATE UNIVERSITY
Extension and Outreach

11

Sources

- The Asset-Based Community Development Institute. Center for Civic Engagement. Evanston, IL: Northwestern University.
- Beaulieu, L. (2002). *Mapping the assets of your community: A key component for building local capacity*. Mississippi State, MS: Southern Rural Development Center.
- Kretzmann, J.P. & McKnight, J.L. (1993). *Building communities from the inside out: A path toward finding and mobilizing a community's assets*. Chicago, IL: ACTA Publications.
- Kretzmann, J., McKnight, J., Dobrowolski, S., & Puntenney, D. (2005). *Discovering community power: A guide to mobilizing local assets and your organization's capacity*. The Asset-Based Community Development Institute. Center for Civic Engagement. Evanston, IL: Northwestern University.

IOWA STATE UNIVERSITY
Extension and Outreach

12

Sources (continued)

- KU Work Group for Community Health and Development. (2015). Chapter 3, Section 1: Developing a plan for assessing local needs and resources. Lawrence, KS: University of Kansas. Retrieved February 2, 2015, from the Community Tool Box: <http://ctb.ku.edu/en/table-of-contents/assessment/assessing-community-needs-and-resources/identify-community-assets/main>

IOWA STATE UNIVERSITY
Extension and Outreach